

Here's a shark they landed. A bluefish was hooked, but the shark gobbled it down, thereby trapping himself. He weighed 350 pounds.

And the yachtsman or the motor boat enthusiast has thousands of miles of inland or semi-inland waterways at his disposal, "where every prospect pleases," where fish of all sorts people the opaleshimself. He weighed 350 pounds.

A PULLMAN ticket is certainly a wonder worker. You hand it to the conductor, and before the sun has made his second daily round you have stepped from December into May. In other words, leaving winter and New York, less than two days has brought you to flower time and fruit time in "the Sunshine City," St. Petersburg, Fla.

The season in this lively little resort city has opened brilliantly. Weeks before the real "tourists" arrive the winter residents have been coming in to open their town and suburban houses for the winter. Launches and yachts are sent South for months of delightful cruising on Tampa Bay and among the keys.

Ample accommodation and selections of this runs the extension of Central avenue, the town's main street, 100 feet wide, the whole distance to be paved with brick and set on either side with rows of palms and tropical plants. Work on this boulevard is now in progress.

At the Board of Trade offices visitors register in books provided for that purpose for every State in the Union. This furnishes a most pleasart, and convenient means of social intercourse for those who like to meet people from "back home"—and what stranger in a strange land does not enjoy this? The registration from a number of States considerably exceeds a thousand. These groups organize State societies early in the winter, and with excursions, picnics, concerts and various celebrations, add greatly to the season's gayety.

At the season in this lively little resord from a fortile mean of social intercourse for that purpose the form of the purpose of the purpose

Golfing at Palm Beach has its decided pleasures. The women's white costumes against the tropical background make a

If It Isn't Golfing, Fishing, Bathing or Riding, There's Dancing as an Attraction for All

country roads.

where fish of all sorts people the opales-cent waters; where the sandy shores of the Gulf and the numerous bays and "keys" (as the small islands are called) are lined with shells tinted all colors of the rainbow and anybody's for the ask-ing; where the oyster is to be found in his native lair and clams abound—any-body's for the taking.

body's for the taking.

Tampa is not a mere tourists' town.
It has never sought that distinction. It is

Golfers are at home here on the Tampa golf links west of the city, where the Tampa Golf and Automobile Club has a nine hole course, which is to be built up into an eighteen hole course. It is on the shore of old Tampa Bay, a beautiful and broad expanse of inland water; and at Bellair, within easy motoring distance, where the cracks of the country play winter golf on one of the finest courses in the world.

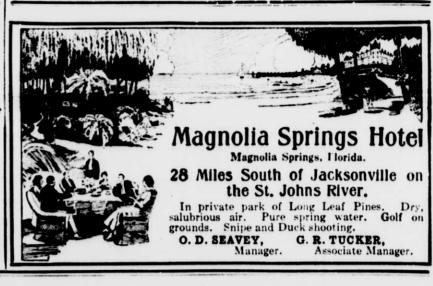
The motorist is in his glory here. In this country alone more than 175 miles of hard roads are available, and the neighboring counties are well checkered with good roads passing through the most beautiful citrus groves in the world. Hillsborough county (of which Tampa is the county seat) is now spending \$1,000, 000 in the construction of brick paved country roads.

Worth of commerce has been handled this year and the largest producer of clear Havana cigars in the world. How which is to be bound any one of the finest hotels to be found any where—the Tampa Bay Hotel, a veritable Moorish castle covering several acres of ground and in the centre of a forty acre park of semi-tropical trees. The city owns the property, which it bought from the estate of the late Henry Bradley Plant, who built the Tampa Bay at an expense of some \$3,000,000. It is beautiful both as to interior and exterior and ls furnished with a richness that is unusual. It will comfortably accommodate 600 ground and in the centre of a forty acre park of semi-tropical trees. The city owns the property, which it bought from the estate of the late Henry Bradley Plant, who built the Tampa Bay at an expense of some \$3,000,000. It is beautiful both as to interior and exterior and ls furnished with a richness that is unusual. It will comfortably accommodate 600 ground and in the centre of a forty acre park of semi-tropical trees. The city owns the property, which it bought from the estate of the late Henry Bradley Plant, who built the Tampa Bay at an expense of some \$3,000,000. It is beautiful both as to interior and exterior and ls furnished with a richn

25,000 persons visit Tampa each winter, coming from all sections of the country.

One who visits only the east coast of Florida knows but half the charm of this great State, with its 1,400 miles of seacoast. The southern journey is lined applete which does not take the tourist down one coast and up the other. The Gulf trip from Tampa to Key West is one of the most fascinating on the entire American continent. You will see both sunrise and sunset on the brilliant Gulf and enjoy the delicious, balmy hours between. In making the circuit of the peninsula you see Florida—south Florida, the real Florida.

"No chilly winter enters here: 'Tis joyous spring throughout the





The West Coast of Florida

AFFORDS THIS TRANSPOSITION OF THE SEASONS WITHIN LITTLE MORE THAN ONE DAY

Here one may play go!f throughout the winter, the tonic balminess of breezes from off the Gulf of Mexico tempering the sunshine most agreeably. One may sprint through tropical inland waters in a motorboat, or fish for the lords of Southern Waters throughout the wide reaches of Tampa Bay, or enjoy a sea-bath in transparent waters with a winter temperature of 70°. Also there is Tennis, Horseback Riding and Motoring, as well as social diversions without number in the always gala "Land of Sunshine and Flowers."

All these myriad attractions are reached by Through Train Service with All-Steel Electric-Lighted Pullmans and Dining Cars. The famous Hotels of the "West Coast" await the tourist at the end of a pleasurable journey.

LIZOTTE HOTEL, Pass-a-Grille, Geo. Lizotte, Prop. DE SOTO HOTEL, TAMPA BAY HOTEL, W. F. Adams, Mgr.

MANAVISTA HOTEL,

W. F. Adams, Mgr. PUNTA GORDA HOTEL,

W. L. Parker, Mgr. PLORENCE VILLA, W. H. Boal, Mgr.

GASPARILLA INN, Boca Grande, F. H. Abbott, Mgr.

THE HILLSBORO,

J. L. Tallevast, Prop.

Ray Paine, Mgr. ROYAL PALM HOTEL, Prop. Fort Myers, Belle H. D. ALL OF THESE FAMOUS HOTELS REACHED BY DIRECT THROUGH

Belleair Heights, H. D. Saxton, Mgr. antic Coast Line

LIMITED TRAINS For Information and Booklets Address Hotels or Atlantic Coast Line R. R., 1218 Broadway, New York

TARPON INN, Tarpon Springs, Henry C. Burt, Mgr.

VERONA INN,

Clearwater, L. A. Marsh, Prop.

THE BELLEVIEW,

